



Indigenous Tourism Association of Canada (ITAC)

Board of Directors Meeting
Sunday, February 25, 2024

The Westin Ottawa
11 Colonel By Drive
Ottawa Ontario
K1N 9H4
1-613-560-7000
Board Meeting

APPROVED MINUTES

Sunday, February 25, 2024 – 9:00am-4:00PM

1. Welcome and Introductions

Board Members in Attendance:

Marilyn Jensen	YT Representative
Jason W. Johnson	ON Representative
Brenda Holder	AB Representative
Kelly Fiddler	SK Representative
James McPherson	NWT Representative
Colleen Lambert	NL Representative
Dave Smith	NB Representative
Jamie Thomas	PE Representative
Wyatt Daley	MB Representative (Proxy)
Sheila Flaherty	NU Representative
Marlene Joudry	NS Representative
Sharon Bond	BC Representative

Board Members not in Attendance:

Marie Pierre Laine	QC Representative
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Staff Members in Attendance:



Keith Henry	President & CEO
Sebastien Desnoyers-Picard	Vice President
Sherry Daniels	Executive Assistant
Cecilia Point	Director of Finance
Joe Hidayat	Controller
Tara Saunders	Director of Business Development
Teresa Ryder	Director of Partnerships
Tamara Littlelight	Director of Marketing

2. Review and Approve Agenda

MOTION20240225 – 01 to approve agenda as amended

Moved by Sheila Flaherty

Seconded by Jason W. Johnson

Question called, all in favour Motion carried.

3. Review Draft Board Minutes
- December 13 2023
 - ITAC Draft AGM Minutes – Review Only

MOTION20240225 – 02 to approve the draft minutes as presented.

Moved by Brenda Holder

Seconded by Marlene Joudry

Question called, all in favour Motion Carried.

***Action Item #1 – Identify October 2024 AGM location by next ITAC Board Meeting
Proposed: October 7 (Charlottetown, PEI)***

4. ITAC Management Reporting
- 2023-2024 YTD Financial Review

MOTION20240225 – 03 to approve the financial reports as presented.

Moved by Jason W. Johnson

Seconded by Brenda Holder

Question called, all in favour Motion carried.



- b. 2023-2024 Key Performance Indicators Review

MOTION20240225 – 04 to approve the operational update as presented

Moved by Colleen Lambert

Seconded by Sharon Bond

Question called, all in favour Motion carried.

5. International Indigenous Tourism Conference (IITC)
 - a. Final Review/Preparation

MOTION20240225 – 05 to accept the IITC Conference Report

Moved by Colleen Lambert

Seconded by Brenda Holder

Question called, all in favour Motion Carried.

6. ITAC 2024-2025 Action Plan
 - a. Proposed ITAC Business Plan for April 1, 2024 – March 31, 2025

Action Item #2:

Proposed ITAC Board Meeting Dates for 2024-25:

- *June 25-26, 2024 (Nunavut)*
- *October 6-7, 2024 (Charlottetown, PEI) – along with AGM*
- *December 10-12, 2024 (Montreal, QC)*
- *February 2025 (Montreal, QC – along with IITC 2025)*

MOTION20240225 – 06 to approve 2024-2025 proposed action plan, subject to available funding.

Moved by Jason W. Johnson

Seconded by Brenda Holder

Question called, all in favour Motion carried.

7. ITAC Initiatives
 - a. Indigenous Tourism Destination Fund Update



- b. Indigenous Tourism Association of Canada Reconciliation Training
8. Other
- a. Marketing Procurement Briefs
 - i. Advertising Agencies Procurement - \$775,000 – Proposed Advertising Campaign

**MOTION20240225 – 07 to approve advertising agencies procurement proposed advertising campaign as presented. Moved by Colleen Lambert
Seconded by Jason W. Johnson
Question called, all in favour Motion carried.**

- ii. Media Agency Procurement – Proposed Tartanbond Services

MOTION20240225 – 08 to approve Media Agency Procurement Tartanbond Services as presented.

Moved by Colleen Lambert

Seconded by Brenda Holder

Question called, all in favour.

Motion Carried. iii. Design Agency Procurement - \$50,000 – The Engagement Party

MOTION20240225 – 09 to approve The Engagement Party Design Agency Procurement as presented.

Moved by Marlene Joudry

Seconded by Sharon Bond

Question called, all in favour.

Motion carried.

- b. Conference Board of Canada
 - i. Indigenous Tourism Tax Assessment and Inflation Impacts
 - ii. Economic Assessment Study Procurement - \$225,000 – Proposed Research

MOTION20240225 – 10 to approve the Economic Assessment Study Procurement Proposal Research.

Moved by Jason W. Johnson



Seconded by James McPherson
Question called, all in favour Motion
carried.

Action Item #3: Indigenous tourism economic impact fact cheat-sheet sent to board members.

c. Nunavut Board Assignment

The board discussed the situation and potential ITAC seat on the Travel Nunavut board. ITAC Nunavut representative will advise of her availability to participate on the seat. ITAC management also requested to continue exploring Indigenous tourism organization.

9. Adjourn

MOTION20240225 – 11 to adjourn meeting
Moved by Brenda Holder
Seconded by James McPherson
Question called, all in favour Motion
carried.

Approved June 25th, 2024

ITAC Chair
ITAC Secretary